

ABSTRACT

A container having a shrinkwrap layer. The tapered container side wall includes a surface discontinuity which maintains the shrinkwrap in place against the container side wall(s) after the shrinkwrap has been substantially separated from the lid and rim of the container. Whether the shrinkwrap layer minimally hangs over the lid of the unopened container, or whether it entirely covers the lid, the shrinkwrap nonetheless clings to the side wall(s) after the shrinkwrap is torn and separated from the lid and rim of the container. Various configurations of the surface discontinuity are disclosed, such as a ridge extending around the lower periphery of the side wall, a bulge extending around the side wall, a series of indentations or a series of protuberances disposed about the side wall of the container. Further, the inventive surface discontinuity can be employed in a variety of container shapes and sizes.